



Hospitality Marketing

Primary Career Cluster:	Hospitality & Tourism
Consultant:	Deborah A. Thompson, (615) 532-2840, Deborah.Thompson@tn.gov
Course Code(s):	6169
Prerequisite(s):	<i>Hospitality & Tourism Exploration</i> (5933)
Credit:	1
Grade Level:	10
Graduation Requirements:	This course satisfies one of three credits required for an elective focus when taken in conjunction with other Hospitality & Tourism courses.
Programs of Study and Sequence:	This is the second course in the <i>Hospitality & Tourism Management</i> program of study.
Aligned Student Organization(s):	DECA: http://www.decatn.org Sarah Williams, (615) 532-2829, Sarah.G.Williams@tn.gov
Coordinating Work-Based Learning:	Teachers are encouraged to use embedded WBL activities such as informational interviewing, job shadowing, and career mentoring. For information, visit http://tn.gov/education/cte/work_based_learning.shtml .
Available Student Industry Certifications:	Upon completion of the program of study, students will be prepared to pursue Certified Hospitality & Tourism Management Professional (CHTMP), and Certified Tourism Ambassador (CTA) certifications.
Dual Credit or Dual Enrollment Opportunities:	There are no known dual credit/dual enrollment opportunities for this course. If interested in developing, reach out to a local postsecondary institution to establish an articulation agreement.
Teacher Endorsement(s):	035, 039, 052, 054, 152, 153, 158, 202, 204, 311, 430, 435, 436, 471, 472, 474, 475, 476
Required Teacher Certifications/Training:	None
Teacher Resources:	http://www.tn.gov/education/cte/HospitalityTourism.shtml

Course Description

Hospitality Marketing builds on the foundations learned in *Hospitality & Tourism Exploration* and introduces new topics related to the marketing of services in the hospitality industry. Students will develop proficiency in economic awareness, the role of marketing in the industry, the components of a marketing plan, and promotional concepts, all within the context of hospitality businesses. Upon completion of this course, proficient students will be prepared to pursue advanced coursework in the *Hospitality & Tourism Management* pathway. Standards in this course are aligned with Tennessee State Standards for English Language Arts & Literacy in Technical Subjects, Tennessee State Standards in Mathematics, and Tennessee Economics standards.*

Program of Study Application

This is the second course in the *Hospitality & Tourism Management* program of study. For more information on the benefits and requirements of implementing this program in full, please visit the Hospitality and Tourism website at <http://www.tn.gov/education/cte/HospitalityTourism.shtml>.

Course Standards

Economic Awareness in Hospitality

- 1) Explain the concept of economy, delineating between micro and macroeconomic principles; discuss how scarcity and factors of production require nations to make economic choices. Compare and contrast how the various economic systems (traditional, market, command, mixed) try to answer the questions: “What to produce? How to produce it? For whom to produce?” (TN Reading 2, 5; TN Economics 2, 4)
- 2) Drawing on resources such as the Tennessee Department of Labor and Workforce Development, investigate the current economic situation in a county with a hospitality industry presence and compare it to the economic situation for the state and/or nation. Write a report on the findings, citing evidence from sources researched. Discuss how the hospitality industry contributes to the local economy, including its effect on employment and consumers. (TN Reading 1; TN Writing 2, 4, 5)
- 3) Explain the theory of supply and demand by diagramming a hospitality or tourism business in a certain location, using reliable resources such as the Tennessee Department of Economic and Community Development. Use the price listed at the time of the assignment as the equilibrium price; show the impact on price due to an increase (peak season) or decrease (off season) in demand or supply. (TN Reading 7; TN Writing 4; TN Math N-Q; TN Economics 2, 4)
- 4) Produce a graphic illustration of the business cycle (recession, depression, recovery, and peak) and describe what happens to the economy at each stage of the business cycle. Cite examples of how prices fluctuate at each stage of the cycle, and discuss the impact on both consumers and businesses within the context of hospitality segments, presenting claims and counterclaims persuasively from research. (TN Reading 2, 4; TN Writing 1, 6, 9; TN Economics 2, 4)

The Role of Marketing

- 5) Compare and contrast the meaning of the terms marketing and advertising. Describe each marketing core function (i.e., channel management, marketing information management, market planning, pricing, product service management, promotion, and selling). Supply examples of how each of these functions supports the marketing concept in the hospitality and tourism businesses. (TN Reading 2, 4, 5; TN Writing 4)
- 6) Investigate the impact of cultural diversity on the hospitality and tourism industry. Discuss the components of cultural diversity, including religious customs, dietary habits, and traditions. Create a presentation to increase multicultural awareness as a strategy to accommodate consumers. (TN Reading 2, 4, 5; TN Writing 4)

- 7) Examine the marketing mix and relate how hospitality businesses conduct marketing research. Select a service and construct a visual representation with details and examples illustrating each of the four P's of the marketing mix (product, price, promotion, and place) and the four C's of hospitality (consumer, cost, communications, and convenience) as they relate to the selected service or business in the hospitality industry. (TN Reading 1, 7, 9; TN Writing 4)
- 8) Investigate the launch of a new service offered by a hospitality or tourism business, or the opening of a new tourist attraction in the community. For example, review the opening of a new location of a hotel/restaurant chain, or the construction of a new sports or entertainment venue. Research how the company employed the marketing mix to aid in the launch; then create a presentation highlighting successes, challenges, and lessons learned. Additionally, critique the company's strategies and suggest alternative ideas for future campaigns, following the principles of the marketing mix. (TN Reading 1, 4, 9; TN Writing 2, 4, 9)
- 9) Explain the concept of market segmentation, citing textbooks and case studies in a discussion of how market segmentation is used as a strategy by hospitality and tourism business to increase their market share. Examples may include differentiated pricing of tickets for sporting events or concerts, or different levels of service in lodging or food and beverage businesses. (TN Reading 1, 2, 9; TN Economics 1, 3)
- 10) Conduct a SWOT analysis on a hospitality and tourism business, identifying its most significant strengths, weaknesses, opportunities, and threats. Highlight the techniques or specific results of market segmentation by including demographic, psychographic, and geographic data in the analysis. (TN Reading 3, 5; TN Writing 4, 7; TN Math N-Q; TN Economics 1, 3)

Marketing Plan

- 11) Research and analyze the elements of a marketing plan from different businesses in the hospitality and tourism industry. Identify elements commonly found and discuss the concept of return on investment (ROI) as it appears in marketing plans. Cite specific textual evidence from the plans to describe how hospitality businesses measure ROI. (TN Reading 1, 6, 8, 9; TN Writing 8, 9)
- 12) Create a green or traditional marketing plan for a selected business in the local hospitality industry aimed at increasing the business's visibility to the non-local customer. Outline specific marketing strategies, implementation plans, and evaluation standards. Explain the measures that will be used to quantify the return on investment (ROI). (TN Writing 2, 4, 7)

Promotional Concepts

- 13) Identify the types of promotion used in the hospitality and tourism industry, such as but not limited to advertising, direct marketing (including social media marketing), sales promotion, personal selling, and public relations. Describe the concept of the promotional mix. Give examples of why all elements of the promotional mix must be coordinated. Identify the major types of advertising media and cite the pros and cons of each. (TN Reading 2, 4; TN Writing 4, 9)
- 14) Identify and categorize the main benefits of effective promotions and loyalty programs by analyzing journal articles about, each. Research a prominent example of a promotion or loyalty

program; name the company sponsor, identify any nonprofit benefactors, and construct an essay highlighting factors that contributed to the launch of the promotion as well as to its continued existence. Address how social media tools have been leveraged to support the selected example. (TN Reading 1, 2, 6; TN Writing 2, 4, 8, 9)

15) Design a promotion or loyalty plan for a local hospitality business. Include all elements of the promotional mix. Ensure that the plan addresses the following:

- a. Goals
- b. Target market
- c. Message or theme
- d. Coordination aspects
- e. Action plan/implementation
- f. Evaluation instrument

(TN Writing 4)

16) Describe the concept of standardization as it relates to expansion of hospitality businesses into additional franchises. Describe how a business's image is created and/or enhanced through themes, furnishings, layout, and displays. Conduct site visits comparing and contrasting two businesses in the same hospitality segment, and document with photos, written observations, and/or interviews with personnel. Present findings to the class, assessing the qualities that set each business apart. (TN Reading 2, 7, 9; TN Writing 2, 4, 7)

Standards Alignment Notes

*References to other standards include:

- TN Reading: [Tennessee State Standards for English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects](#); Reading Standards for Literacy in Science and Technical Subjects 6-12; Grades 9-10 Students (page 62).
 - Note: While not directly aligned to one specific standard, students who are engaging in activities outlined above should be able to also demonstrate fluency in Standard 10 at the conclusion of the course.
- TN Writing: [Tennessee State Standards for English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects](#); Writing Standards for Literacy in History/Social Studies, Science, and Technical Subjects 6-12; Grades 9-10 Students (pages 64-66).
 - Note: While not directly aligned to one specific standard, students who are engaging in activities outlined above should be able to also demonstrate fluency in Standards 3 and 10 at the conclusion of the course.
- TN Math: [Tennessee State Standards for Mathematics](#); Math Standards for High School: Number and Quantity
 - Note: The standards in this course are not meant to teach mathematical concepts. However, the concepts referenced above may provide teachers with opportunities to collaborate on lesson planning. Students who are engaging in activities listed above should be able to demonstrate quantitative reasoning as applied to specific technical concepts. In addition, students will have the opportunity to practice the habits of mind as described in the eight Standards for Mathematical Practice.

- TN Economics: Tennessee Department of Education Curriculum Standards, Secondary 9-12 Social Studies, [Economics 9-12](#).
- P21: Partnership for 21st Century Skills [Framework for 21st Century Learning](#)
 - Note: While not all standards are specifically aligned, teachers will find the framework helpful for setting expectations for student behavior in their classroom and practicing specific career readiness skills.